

Department of Management Studies



E-NEWSLETTER



JULY 2023

VOLUME 11

ISSUE 7

INSIDE THE ISSUE DEPARTMENRAL EVENTS

Business Plan Competition "ADRISHTA"





ORGANISED BY:

DEPARTMENT OF MANAGEMENT STUDIES ON 8th JULY, 2023 AT 11pm

SPEAKER

Mr. Chiraag Kashyapco-founder of Open My Book and an NHCE alumni

Department of Management
Studies organized a business plan
competition "Adrishta- Finale"
on 8th July, 2023 in the seminar
hall, MBA block. The jury was Mr.
Chirag Kashyap who is the cofounder of Open My Book and an
NHCE alumni. Total of around 8
teams participated in this
programme and discussed about
their ventures through
presentations



MBA Workshop – "Data Analysis using SPSS"





ORGANISED BY

DEPARTMENT OF MANAGEMENT STUDIES ON 12th & 13th of JULY' 2023

SPEAKER

Dr. Senthilkumar

Professor, School of Management,

Presidency University,

Department of Management Studies, NHCE organized a workshop on "Data Analysis Using SPSS" for all the 3 sections of II Semester MBA students. SPSS is a popular tool for research, experimentation and decision – making. It is one of eth widely used statistical software worldwide. Using SPSS features, users can extract every piece of information from files for the execution of descriptive, inferential and multiple variant statistical procedures. SPSS tool will help the students in understanding and using the Statistical tools for their Main Project analysis. The Honourable speaker of this session was Dr. Senthil Kumar, Professor, School of Management, Presidency University, Bangalore. The session covered the following areas in SPSS.

Brief Description

- 1. <u>Introduction:</u> Developing the familiarity with SPSS Processor: Entering Data in SPSS Editor Inserting and Defining variables and Cases Working with Descriptive Statistics.
- 2. <u>Frequency tables</u> Using frequency tables for analysing qualitative data Explore Graphical representation of statistical data histogram (simple vs. clustered) boxplot line charts scatterplot.



- 3. <u>Hypothesis Testing</u>: Sample & Population Concept of Confidence Interval t-Test – Z-Test - ANOVA Test.
- 4. <u>Data Analysis</u>: Correlation Analysis. Pearson's & Spearman's Correlation Regression Analysis: Method of Least Squares Linear Modelling Assessing the Goodness of Fit.

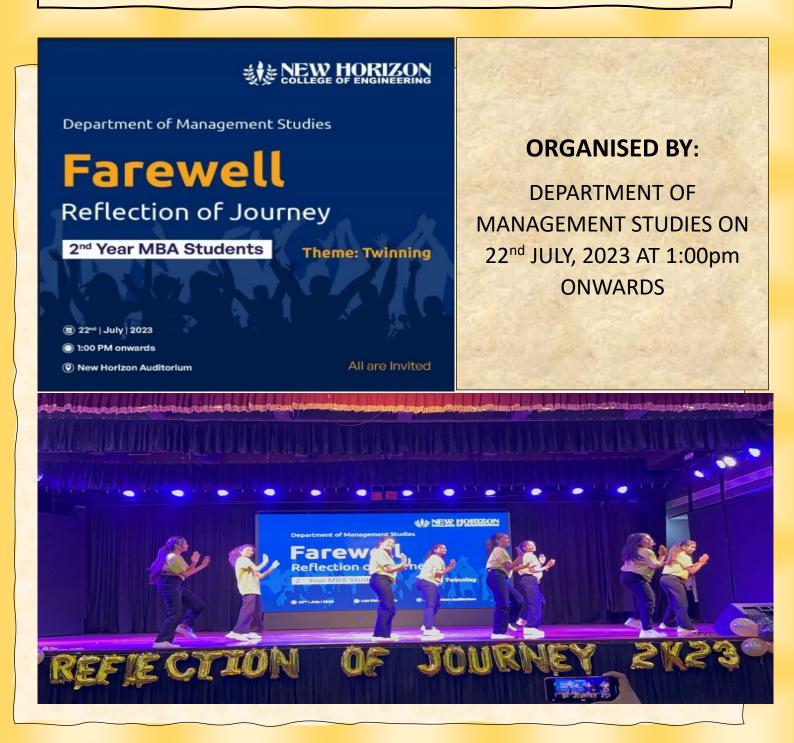
We thank Dr A R Sainath, Head of department of Management studies for organizing such an insightful session that is relevant to the industry and for constantly encouraging and motivating students.





FAREWELL- Reflection of Journey





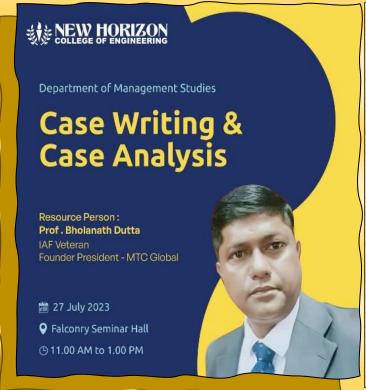
Farewell Day - The New Horizon College of Engineering

New Horizon College of Engineering hosted yet another glamorous Farewell to bid adieu to the old batch of enthusiastic students to the college with an array of programs. The program was organized by the 1st year students of New Horizon College of Engineering and was held in the main college auditorium on 22nd July 2023 from 11 a.m. to 5 p.m. The theme for the event was Twinning. The men and women were dressed in their best.

There were dance shows and gaming contests in the program which were conducted successfully.



Case Writing & Case Analysis



ORGANISED BY:

DEPARTMENT OF MANAGEMENT STUDIES ON 27th JULY, 2023 AT 1:00pm ONWARDS

SPEAKER:

Prof. Bholanath Dutta- IAF Veteran, Founder President- MTC Global



Department of Management Studies organized a seminar on "Case Writing & Case Analysis" on 27th July, 2023 in the

Falconry Seminar Hall for MBA students. Speaker for the day was Prof. Bholanath Dutta- IAF Veteran, Founder President- MTC Global. He discussed about analysing case study and how students can practice them eventually. The session was quite interactive where different corporate quizzes were raised and finally, he discussed a sample case study with the students and wrapped up the session.

美沙

STUDENT ACHIEVEMENT



1. Ms.Latha of MBA-IV SEM was awarded certificate of apprecaition for being newsletter editor for MBA DEPARTMENT -NEWSLETTER-OULOOK (batch- 2021-23)

2. Ms.Priyanka of MBA-IV SEM was awarded certificate of apprecaition for being newsletter editor for MBA DEPARTMENT - NEWSLETTER-OULOOK (batch- 2021-23)







3. Mr.Praneeth Reddy of MBA-IV SEM was awarded certificate of apprecaition for being newsletter editor for MBA DEPARTMENT - NEWSLETTER-OULOOK (batch-2021-23)

4. Mr. Venkatesh Prasanna, MBA -IV SEM student was invited as a resource person by Rathinam Technical campus, Coimbatore on 19.07.2023 to deliver lecture on "Cultivating design thinking mindset."







5. Ms. Chandana H M, MBA-II SEM student secured first prize in music composition, organized by NHCE on the eve of Founder's Day on 07.07.2023, was awarded with certificate and prize money worth Rs2000/-.

Student Participation



MBA-II Sem students Prathiksha Jain H D, Ashritha Shetty, Chandana HN, Pramod Kumar Pujari actively participated in group singing performance on the eve of Kargil Vijay Diwas on 26.07.2023at 4 pm at open stage.

Founder's Day



SAROJA DEVI E, MOUNIKA J

★ Welcome Dance (Bharatanatyam)

>> Invocation Dance











Special Thanks



CHIEF PATRON

Dr. Mohan Manghnani, Chairman
NEW HORIZON EDUCATIONAL INSTITUTION

ADVISORY BOARD

Dr. Manjunatha, Principal
NEW HORIZON COLLEGE OF ENGINEERING

CHIEF EDITOR

Dr. A. Sainath
Professor
I/C HOD

HEAD OF EDITORIAL TEAM

Dr. Priyameet Kaur Keer

Associate Professor

Department of Management Studies

STUDENT COORDINATOR TEAM MBA- 2ND SEM



Saroja Devi E



Chethan V



Shrestha Hazra



Samuel John



Amit Das